



## MUNICIPALITY OF **West Elgin**

### Staff Report

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**Report To:** Council Meeting  
**From:** Jana Nethercott, Clerk  
**Date:** 2020-10-22  
**Subject:** West Elgin Stock Photos

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#### **Recommendation:**

That West Elgin Council hereby receives the report from Jana Nethercott, Clerk re: West Elgin Stock Photos; and

That West Elgin Council hereby direct staff to draft a Request for Quotes and to include an amount in the 2021 Budget for these photos.

#### **Purpose:**

The purpose of this report to Council is to inquire about Council's desire to hire a photographer to take some stock images of the Municipality to have for our website and other promotional material.

#### **Background:**

When the new website was developed, the plan was to obtain photos of the municipality to enhance the visual experience of the website. We did run a contest and received some wonderful photo submissions. However, it was discovered that many of these photos did not have a high enough pixel count to be resized for use on the website.

As the Municipality is now able to produce higher quality promotional material in house, along with use of social media and the website to promote West Elgin, it makes sense to have some stock photos of various events and locations within the Municipality to assist with branding and promoting the Municipality.

Staff are interested in hiring a photographer to take photos of various events and locations within the municipality at various times of the year as staff do not have the appropriate equipment, time or expertise to take these photos. A request for quotes would be generated with a list of suggested photos. Photographers would be required to submit a portfolio as well as a quote for the cost of these photos and this would be brought to Council for their consideration prior to entering into a contract.

#### **Financial Implications:**

A set amount would need to be allocated in the 2021 Budget for this cost if Council is interested in obtaining these photos.